



JAMES E. RISCH
GOVERNOR

NEWS RELEASE

FOR IMMEDIATE RELEASE:
September 5, 2006

CONTACT: Brad Hoaglund
(208) 334-2100

STATEWIDE CAMPAIGN TO IDENTIFY AND CONNECT RESOURCES FOR FAMILIES AND CHILDREN

BOISE – Governor Jim Risch and First Lady Vicki Risch today launched a public service campaign to identify local resources to better connect those in need of information or services to those who can help. Idaho CareLine, accessed through calling 2-1-1, connects programs and services to the needs of the people who call.

“In order for the families of Idaho to access the services they need, they have to be able to find them,” said Risch. “We want organizations and groups to know that their program or service can be included in the 2-1-1 database and their information provided to those in need.” The goal of the campaign is to increase services available by 20% or approximately 677 registered programs.

Currently, the 2-1-1 Idaho CareLine has 3382 programs and services available and averages 14,000 calls monthly. However, many local programs such as faith-based, youth groups, and service clubs that serve Idaho’s families and children are not listed in the system.

Each of the seven CareLine regions held simultaneous press conferences to kick off the two-week campaign. The First Lady is featured in a TV and radio public service announcement that will be played during the two-week period. It encourages organizations who provide services at no or low cost, a sliding fee scale or through scholarships, to register and regularly update their information.

While the Idaho CareLine has been in operation since 1991, the “2-1-1” service was implemented in 2002 and provides easy access to referrals via either of their phone numbers 2-1-1 or 1-800-926-2588. Bilingual operators are available and the public can access services online at the new, and improved web site www.IdahoCareLine.org.

Members of the Governor’s Coordinating Council for Families and Children helped organize this campaign with local partners to connect services and programs to those who need them through the 2-1-1 system. The Governor’s Coordinating Council for Families and Children (GCCFC) is made up of representatives of government agencies, civic groups, non-profit organizations, businesses and the faith community to collaborate and coordinate services and programs to improve the well being of families and children in Idaho.

###